salesvirtual

Quarter & Month Studio Use

	Manager OKR*	Month	Practice & /or Execution
Q1 Foundation	Build Improvement Schedule & Rhythm	**M1**	Core Message and Language Fluency
		M2	Core Skills Fluency including Personas
		M3	Win-the-Stage Plays

	Manager OKR	Month	Practice & /or Execution
Q2 Ramp Up	Practice Benchmark Achievement	**M1**	Key Company, Product and Solution Narratives
		M2	20 Questions Benchmark
		M3	Recorded Sales Play Practices Benchmark Levels

	Manager OKR	Month	Practice & /or Execution
Q3 Advanced	Execution Benchmarks (Conversations & Deals)	**M1**	On-the-Fly Practices
		M2	Recorded Conversation Benchmarks
		M3	Live Deal Benchmarks

	Manager OKR	Month	Practice & /or Execution
Q4 Mastery	Individual Seller Advancement	**M1**	Margin, Value Sales Plays
		M2	Reverse Playbook Contributions
		M3	Recorded Practices Distribution

*OKRs are Objectives & Key Results. You set a directional objective for the quarter, supported by specific results or outcomes. E.g. This Quarter we want to get a rhythm of training in place. Then, pick a training theme for each month. You can set the OKR in your studio and track the completion of the key result. The training theme man can be executed through the relevant studios (s).